

We Claim:

- 1) A complex for inhibiting nucleic acid expression in a cell, comprising:
 - a) mixing an siRNA and a compound to form the complex wherein the zeta potential of the complex is less negative than the zeta potential of the siRNA alone;
 - b) inserting the complex into a mammalian blood vessel, *in vivo*;
 - c) delivering the complex to the cell wherein the nucleic acid expression is inhibited.
- 2) The complex of claim 1 wherein the complex has a positive charge.
- 3) The complex of claim 2 wherein the complex has a negative charge.
- 4) The complex of claim 3 wherein the complex is delivered to the cell by increasing the permeability of the vessel;
- 5) The process of claim 4 wherein increasing the permeability of the vessel consists of increasing pressure against vessel walls.
- 6) The process of claim 5 wherein increasing the pressure consists of increasing volume of fluid within the vessel.
- 7) The process of claim 6 wherein increasing the volume consists of inserting the siRNA in a solution into the vessel.
- 8) The process of claim 7 wherein the solution is inserted within 2 minutes.
- 9) The process of claim 9 wherein increased pressure is controlled by changing the volume of the solution and changing the insertion time period.

- 10) The process of claim 1 wherein the cell is selected from the group consisting of a liver cell, spleen cell, heart cell, kidney cell, prostate cell, skin cell, testis cell, skeletal muscle cell, fat, bladder cell, brain cell, pancreas cell, thymus cell, and lung cell.
- 11) A process for delivering the complex of claim 1 into a cell of a mammal, comprising:
 - a) making the siRNA-compound complex wherein the compound is selected from the group consisting of amphipathic compounds, polymers and non-viral vectors;
 - b) inserting the complex into a mammalian vessel;
 - c) delivering the siRNA to the cell.
- 12) The process of claim 11 wherein further comprising increasing permeability of the vessel.
- 13) The process of claim 12 wherein increasing the permeability of the vessel consists of increasing pressure against vessel walls.
- 14) The process of claim 13 wherein the cell is selected from the group consisting of liver cells, spleen cells, heart cells, kidney cells, prostate cells, skin cells, testis cells, skeletal muscle cells, fat, bladder cells, brain cells, pancreas cells, thymus cells, and lung cells.
- 15) The complex of claim 11 wherein the complex has a positive charge.
- 16) The complex of claim 11 wherein the complex has a negative charge.